



REQUEST FOR PROPOSAL MCEDD-Gorge Cider Society Map Design

MCEDD is seeking a graphic designer who will design a map of the cideries in the Mid-Columbia for visitors and locals alike to use as they explore the cider industry in the Gorge.

Background

The Gorge Cider Society is a group of cider producers and orchardists focused on collectively marketing the Gorge as a cider destination, providing resources for our consumers to learn about cider, and collaboration to ensure the success of our region's cidemakers. This project seeks to provide a tool for the Society's marketing efforts.

Project Scope

The Cider Society is looking to produce a map that includes cidery tasting room locations, and descriptions of the regional cideries to help visitors navigate and find cider destinations. The map will be a tool in an interactive campaign to engage visitors and encourage them to visit a number of the cideries in the region. The designer will work with information gathered by the Cider Society to develop the map design and layout to provide the Cider Society for print production as well as an online presence.

Components for Cider Society Map:

- Clear, up-to-date design that supports providing content in an impactful manner and aligns with the brand guidelines for the Cider Society
- Map of cidery and/or tasting room locations provided by MCEDD & the Cider Society
- Description of each cidery provided by MCEDD
- Incorporate the Cider Society logo into the design.
- Description/introduction to the region with copy provided by MCEDD
- Tri-or quad-fold, front and back color design for printed brochure to fit into brochure racks

Tasks

- Incorporate the various elements into the map design
- Document details of work performed

Map Development Standards:

- Provide document to MCEDD in a format in which will enable color printing with any necessary information to ensure design is appropriately reflected in printing process.
- Provide document to MCEDD in a format which will enable us to make it available online as well.

- Provide document and necessary supporting files to MCEDD in a format that will allow small tweaks as necessary moving forward. Preferred compatible with Adobe CS6 InDesign.

Project Management and Review

The project will be managed by Mid-Columbia Economic Development District (MCEDD). Formal review of all projects and tasks will be done on a frequency agreed upon at the time of assignment.

Timeframe

The project will be completed by April 10, 2017.

Compensation

Compensation will not exceed the amount of \$1,000.

Requirements

Qualifications and cost act as the primary determining factors. Candidates must have past experience with graphic design. Additional preference includes firms located within MCEDD's service area.

Upon completion of the development of the map, MCEDD will assume full responsibility for, and ownership of, the document.

How to submit a proposal

If you are interested, please submit the following:

1. A proposal describing your qualifications;
2. Proposed fee structure;
3. Names, phone numbers and contacts for three organizations whom we can call on as references;
4. Samples or links to samples of work you have designed
5. Location of principal office and branch(es); and
6. Any other information you consider to be of value in evaluating your qualifications.

Proposals should arrive no later than March 6, 2017. They can be e-mailed to carrie@mcedd.org or mailed to:

Carrie Pipinich
Mid-Columbia Economic Development District
515 East 2nd Street
The Dalles, OR 97058

MCEDD reserves the right to reject any or all proposals, to waive any formality in the proposals and to accept the proposal which deems to be in the best interest of MCEDD. For any questions, contact Carrie Pipinich at 541-296-2266.