



Lesher Center FOR THE Arts

BedfordGallery



CenterREP

RFP # 2022-002-LCA

City of Walnut Creek
Lesher Center for the Arts

Request for Proposals for Graphic Design Services

DATE ISSUED: December 13, 2022

DATE DUE: January 10, 2023, by 5:00pm PST

CONTACT: Carolyn Jackson, Lesher Center General Manager

jackson@walnut-creek.org

ALL RESPONSES MUST BE SUBMITTED VIA EMAIL

INTRODUCTION

The [Leshner Center for the Arts](#) is located in Walnut Creek, California. First opened in October 1990, the Center presents more than 800 productions and events a year, including a curated selection of visual art exhibitions. More than 350,000 patrons walk through the Center's front doors each year. The Leshner Center for the Arts is owned and operated by the City of Walnut Creek as part of the Arts and Recreation Department.

The Leshner Center includes three theater spaces: Hofmann Theatre (785 seats), Margaret Leshner Theater (297 seats), and the George & Sonja Vukasin Theatre (133 seats). Upwards of ninety event producers rent these spaces annually.

The Leshner Center also houses the [Bedford Gallery](#) and [Center REPeritory Company](#), programs of the City's Arts and Recreation Department. The Bedford Gallery is the largest community-based visual arts facility between the Bay Area and Sacramento, with 3,500 square feet of exhibition space. Center REP is the resident professional theatre company, presenting six productions a season.

The Leshner Center partners closely with the [Diablo Regional Arts Association](#) (DRAA). DRAA is an incorporated non-profit, 501 (c)(3) organization, which supports the Leshner Center through fundraising initiatives, presentation series, and audience development activities.

GENERAL INFORMATION

The Leshner Center for the Arts seeks a graphic design firm with experience working with performing and visual arts organizations to develop collateral for the 2023/2024 season events for the Leshner Center, Bedford Gallery, and Center Repertory Company.

The purpose of this Request for Proposals is to evaluate qualified firms who are able to provide all services necessary. The City expects the selected firm to initiate work in March 2023.

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SCOPE OF WORK

Design firms will be expected to familiarize themselves with the brand guidelines for the Lesher Center, Bedford Gallery, and Center Repertory Company. Time required for this review should be included in the total proposed fee for services.

Design needs for the 2023/2024 season of events include three distinct segments: the Lesher Center including the Headliners series, Bedford Gallery season events, and Center Repertory Company season events. Deliverables are listed below for each segment.

Lesher Center for the Arts

1. Season Brochure (up to 24 pages)
2. Headliners Series promotions: The items below would be high level promotions of the new season, used at the time of season launch. Designs will display the breadth of offerings in this series to entice patrons to learn more about specific events.
 - a. Print:
 - i. 37 x 37 inch sign
 - ii. 11 x 17 inch poster
 - b. Digital:
 - i. 4320x7680 slide
 - ii. 3840x2160 slide
 - iii. 528x264 slide
 - iv. Website homepage banner
 - v. Email marketing banner
 - vi. Instagram content design (1080 x 1080px square, 1080 x 1350px portrait, 1080 x 608px landscape)
 - vii. 9851 x 315px Facebook banner
3. End of Year fundraising:
 - a. Print:
 - i. 6 x 9 Notecard
 - b. Digital:
 - i. Instagram content design (1080 x 1080px square, 1080 x 1350px portrait, 1080 x 608px landscape)
4. Headliners Series template suite: The items below would be designed as a standardized frame or layout that staff can later populate with event specific images.
 - a. Print:
 - i. 11 x 17 inch poster
 - b. Digital:
 - i. 4320 x 7680px slide
 - ii. 3840 x 2160px slide
 - iii. 528 x 264px slide
 - iv. Website homepage banner
 - v. Email marketing banner
 - vi. Instagram content design (1080 x 1080px square, 1080 x 1350px portrait, 1080 x 608px landscape)
 - vii. 9851 x 315px Facebook banner
 - viii. 1182px x 500px ticketing site banner
 - ix. 280 x 210px ticketing site thumbnail

Center Repertory Company

1. Custom show artwork for 6 productions
 - a. Final logo and artwork provided as .ai file
2. Application of the show artwork to:
 - a. Print:
 - i. 11 x 17 inch poster
 - ii. 62 x 60 inch street banners (69.5 x 60 inches when including printed pocket)
 - b. Digital:
 - i. 4320 x 7680px slide
 - ii. 3840 x 2160px slide
 - iii. 528 x 264px slide
 - iv. Website homepage banner
 - v. Email marketing banner
 - vi. Instagram content design (1080 x 1080px square, 1080 x 1350px portrait, 1080 x 608px landscape)
 - vii. 9851 x 315px Facebook banner
 - viii. 1182px x 500px ticketing site banner
 - ix. 280 x 210px ticketing site thumbnail

Bedford Gallery

1. Custom exhibition artwork for 5 exhibitions/events
 - a. Final logo and artwork provided as .ai file
2. Application of exhibition artwork to:
 - a. Print:
 - i. 4x6 or 5x7 inch Postcard
 - ii. 37 x 37 inch sign
 - iii. 11 x 17 inch poster
 - iv. Vinyl printed Wall Title
 - b. Digital:
 - i. 4320 x 7680px slide
 - ii. 3840 x 2160px slide
 - iii. 528 x 264px slide
 - iv. 250 x 250px GIF
 - v. Website homepage banner
 - vi. Email marketing banner
 - vii. Instagram content design (1080 x 1080px square, 1080 x 1350px portrait, 1080 x 608px landscape)
 - viii. 9851 x 315px Facebook banner
 - ix. 1182px x 500px ticketing site banner
 - x. 280 x 210px ticketing site thumbnail

In addition, **please provide an hourly rate for up to 40 hours of additional design services.** These hours may or may not be used in part or in full, depending on whether additional design needs for the 2023/2024 season are identified as part of the design process.

SUBMISSION REQUIREMENTS

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point.

- **Company Identification:**
 - Provide the name of the firm, the firm's principal place of business, the name and telephone number of the contact person and company tax identification number.
- **Company Background:**
 - Experience and history providing similar website design and site map services.
 - Client list or selected past clients similar to the Lesher Center for the Arts, Bedford Gallery or Center Repertory Company.
- **Process and Methods:**
 - Provide detailed overview of how the firm will approach the work for the Lesher Center for the Arts including an outline of the process and deliverables.
- **Price Proposal:**
 - Based on the proposed scope of work, provide detailed information on all associated fees.
 - The proposal shall itemize all charges for services.
 - The proposal shall include proposed payment terms and timeline of amounts due.

Public Records Law

Pursuant to the California Public Records Act (California Government Code Section 6250 et. seq.), public records may be inspected and examined by anyone desiring to do so. All submitted proposals are considered public records subject to disclosure. Financial records, including cost proposals, will not be considered confidential and are also subject to public disclosure.

SELECTION PROCESS

Proposals will be reviewed by City staff and evaluated to determine which proposals best meet the criteria. The final selection will be based on completeness, experience with similar businesses, technical merit, and fees.

The City reserves the right, without qualification, to:

- Reject all proposals.
- Exercise discretion and apply its judgment with respect to any proposal submitted.
- Select a proposal which qualifies based on the following factors:
 - Experience of the firm selected to provide the specified services
 - Record of the firm in accomplishing work within a required time, and within an established budget
 - Record of the firm's responsiveness to client requests
 - Financial responsibility (years in business, number of projects completed, annual volume of work in dollars, etc.)
 - Client list

All interested parties are encouraged to submit a response to the RFP, as the award is not based solely on lowest cost proposal submitted. Total cost will be taken into consideration, but the company's capabilities, competence, and capacity will be considered as well. The City reserves the right to choose the overall best consultant according to the

City’s criteria. The City, and its designated representatives, shall be the sole judge of its own best interest, the proposal, and the resulting negotiated agreement. The City’s decisions will be final.

The City reserves the right to award a contract/select a service provider without discussion based upon the initial proposals. The above factors, along with other factors that the City may deem appropriate, will be used to identify the proposal that represents the best value, which will be the basis for the contract award. The most qualified and responsive proposers will be selected for an interview.

The selected firm will be asked to enter into a Consultant Services Agreement with the City of Walnut Creek and comply with the insurance requirements set forth therein. The Leshner Center for the Arts staff will supervise the project and coordinate the work.

SCHEDULE

Responses to the RFP must be submitted via email to Leshner Center General Manager Carolyn Jackson (jackson@walnut-creek.org). Responses are due no later than **January 10, 2023, at 5:00pm PST.**

Anticipated award timeline, which is subject to change:

Milestone	Date
Release of RFP	December 13, 2022
Proposal Due Date	January 10, 2023 by 5pm
Review of submittals by	January 25, 2023
Interviews with finalists	January 30 – 31, 2023
Selection of top candidate	February 6, 2023
Contract process and approval	February 2023
Project launch	March 2023

QUESTIONS

Questions or requests for further information should be directed to Leshner Center Manager Carolyn Jackson (jackson@walnut-creek.org).