

# RFP



# request for proposal

8.06.2021

CITY OF CHELAN DEPARTMENT OF PARKS, RECREATION, AND COMMUNITY SERVICE

## Project Overview

The City of Chelan Parks and Recreation Department is seeking branding, logos, and tag lines for the entire parks system as well as a number of key parks or facilities within the system. Inspirations would be the Golden Gate National Parks Conservancy and other work by Michael Schwab, Dave Thompson's Isle of Wight Posters, and the W.P.A. era National Parks Service Posters. We are looking for a cohesive system identity with differentiated branding for each identified key park or facility as well.

It is anticipated that as the parks develop, they will incorporate signature features or amenities which will reinforce the branding.

## Background about Chelan & Chelan Parks

Chelan Parks are the stewards of the Chelan Valley's most valuable economic resource; namely the limited free public access to Lake Chelan, the third largest freshwater lake in the U.S. Chelan has a Mayberry of the West charm, massive apple orchards, and a growing wine industry as well. Though the winter population is less than 5,000, the area sees about 2 million visitors per year.

## Possible Challenges

The Parks Department has never had an identity or conscientiously crafted branding exercise, but unique cultural, geologic, and historical themes provide fertile ground for branding opportunities.

The Chamber of Commerce, however, has done lots of work branding the larger Lake Chelan Valley, the Historic Downtown Association has marketed the historic downtown consciously, and the City of Chelan has completed a wayfinding signage program recently. All these efforts would provide context for and inform this project to some degree.

## Deliverables

Logos for the following:

- City of Chelan Parks System
- Lake Chelan Golf Course
- Lakeshore RV Park
- Don Morse Park
- Lakeshore Marina
- Lakeside Park
- Public Lake Access Signage Design
- Possible Greenway Signage Design

Tag line/ lock up for:

- Parks System
- RV Park
- Lake Chelan Golf Course

Signage for:

- RV Park (internal navigational)
- Safety Signage – WCIA for swimming/ boating/ rules, etc.
- Marina Signage designating slips

## Process

The process will need to involve an ad hoc stakeholders' group, a facilitated public involvement opportunity, and tight coordination and co-creation with the Parks Director on concept and art development. We envision a process not to exceed 6 months.

## Form of Proposal

Please include the following in order:

- Firm Overview
- CVs of Key staff involved on the project
- Proposed methodology/ work process
- Availability of key staff
- Sample projects of comparable scope
- Other sample projects
- Proposed methodology
- Proposed fee

Hardcopy or Electronic submittals will be accepted – show your work in the best format for you.

Return proposals by August 23, 2021 to

USPS:

City of Chelan - Parks Dept  
c/o Paul Horne  
Director of Parks & Recreation  
PO Box 1669  
Chelan, WA 98816

FedEx or hand delivery:

City of Chelan - Parks Dept  
c/o Paul Horne  
Director of Parks & Recreation  
619 W Manson Hwy  
Chelan, WA 98816

Send Digital submittals to: [phorne@cityofchelan.us](mailto:phorne@cityofchelan.us)