

# Request for Proposal: Design/Build Project for Interior and Exterior Signage

## Summary: Description and Purpose of Project

Velocity Dance Center (VDC), a nonprofit 501c3 dedicated to contemporary dance and performance located in Capitol Hill, seeks proposals for a design/build project for interior/exterior signage. These structural updates will greatly improve the visual presence of the organization while noticeably staking our place in the Capitol Hill cultural scene. These updates will be viewed by the thousands of VDC students and audience members who visit our studios and Founders Theater each year and will become a visible part of the 12<sup>th</sup> Avenue Arts Corridor.

- Exterior: Must include but is not limited to 3-dimensional signage on 12<sup>th</sup> Avenue.
- Interior: Must include but is not limited to a Capital Campaign Donor Acknowledgement and an Event/Community Board in the lobby.

## Proposal and Project Timeline:

- Proposals shall be submitted no later than: **11 a.m. on Friday, May 11, 2012.**
- Proposals will be evaluated immediately thereafter. During the following few days, we may require interviews at our office with our evaluation team. You will be notified if this is requested.
- The name of the chosen submitter will be announced on or about Friday, May 18, 2012.
- Negotiations will begin immediately with the successful candidate and should conclude no later than Friday, May 25, 2012.
- All other candidates will be notified by Friday, June 1, 2012.
- Project must be completed by Sunday, **July 1, 2012.**

## Proposal Guidelines and Requirements:

- This is an open and competitive process.
- The proposal must contain the signature of the individual or agent of the company submitting the proposal.
- If you wish to submit alternate proposals, please do so.
- The price you quote should be inclusive of all project costs and fees.
- If the execution of your proposal requires the hiring of sub-contractors, you must clearly state this in your proposal.

## Contract Terms:

VDC will negotiate contract terms upon selection. All contracts are subject to review by VDC legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

## Current Building Specs and Redesign Objectives:

Originally built as a car dealership, this historic Capitol Hill building has housed several garages before becoming the Capitol Hill Arts Center. In 2010, with the public performance parade *The Greatest Move on Earth*, Velocity moved from the Oddfellows Building to our current location at 1621 12<sup>th</sup> Avenue.

(this photo, left to right)  
Octo Sushi, Lobby Entrance,  
Windows to Velocity Office,  
Gated Box Office Entrance

Box Office Cove

Shared Lobby Entrance



### Current Exterior Building Specs:

- Red brick garage-style exterior that sits flush with the sidewalk
- Two large dealership display windows (with views into the Velocity office)
- Five steps and a double glass door entrance into the lobby (shared with the Octo Sushi restaurant)
- Gated entry and exterior cove leading to the Founders Theater Box Office

### Exterior Redesign Objectives:

- 3-D signage visible from the 12<sup>th</sup> and Pine Street intersection
- An eye-catching entrance to our Founders Theater Box Office
- An aesthetic that is current, and can age well over time, that is suitable for a nationally recognized contemporary art center for movement-based art and performance.



#### Current Lobby Specs:

- Two wall-mounted water fountains (permanent)
- Two chairs, a bench, and two small tables (may or may not remain)
- Open wall space above and beside water fountains
- Open wall space in the entry way leading to the dance studios
- Open wall space above the entry into the Velocity office
- Men's and Women's Restrooms with entrances directly off the lobby
- Local artist designed green and white chandelier

Our lobby currently shares space with the Octo Sushi restaurant. While we hope to achieve a redesign with grandeur and visual pizzazz, this area will remain a shared space and needs to take their presence into account.

#### Lobby Redesign Objectives:

- An element that recognizes our Capital Campaign Donors
- A board or space for posting information on what's happening at Velocity
- A board or space for audition postings, performance fliers and announcements
- A welcoming environment that is suitable for a nationally recognized contemporary art center for movement-based art and performance

#### **Budget:**

Total Project Budget: \$3,000

Please provide a detailed budget needed to accomplish the outlined proposal. The budget must encompass all design, production, and materials acquisitions necessary for development and realization of the design/build project for exterior and interior signage.

#### **About Velocity Dance Center: Organizational Mission and History**

Mayor's Arts Award and Genius Award winner Velocity Dance Center is Seattle's premier art center dedicated to contemporary dance and performance. A recognized leader as an artist-driven, community-centered dance incubator, Velocity fosters the creative explorations of artists and audiences through an invested commitment to education, creation, performance, inquiry, community participation, and inter/national exchange.

Velocity fulfills an unduplicated role as the epicenter for contemporary dance in the Pacific Northwest operating three studios and the only theater in Seattle especially developed for dance performances. The primary Seattle arts center supporting contemporary dance for over 16 years, Velocity serves 5,300+ individuals; offers 1,600+ dance classes a year; provides low cost space to over 100 choreographers; maintains an audience of 3,000+ members, and each year introduces more than 50 new works into the local and national dance ecology.

Renowned for producing innovative, cutting-edge work, since its inception, Velocity has also presented new work and master classes by Miguel Gutierrez, Tere O'Conner, Anouk van Dijk, Reggie Watts, Pat Graney, Deborah Hay, Faye Driscoll, 33 Fainting Spells, Danielle Agami, KT Niehoff, Zoe Scofield / Juniper Shuey and many more.

### **Qualifications for Proposal:**

- List one or two similar projects you have produced that best reflect your work and relevancy to this project.
- Describe any experience in producing work for non-profit and/or performing arts projects.
- Provide current reference information for former or current clients.
- Please provide your organizational or your individual capacity to produce our signage and redesigned lobby (e.g. staff, equipment, physical workshop, office location, etc.).
- If an organization, provide a brief company profile, length of time in business and core competencies.
- Explain the process you will follow to complete the project, including major milestones and evaluation.
- The time frame for completion is requested and will be included in the contractual agreement.
- Disclose any existing relationships and previous work done with VDC staff or board members.
- Terms and conditions.

### **Evaluation Criteria**

The following criteria will form the basis upon which VDC will evaluate proposals.

Proposals may be emailed or sent via hard copy. All proposals must be received no later than 11a.m., Friday, May 11, 2012. Your proposal must include a cost proposal as described above. All costs associated with the project should be presented in a flat rate, fee for service format.

If emailing your proposal, send it to both [stefanie@velocitydancecenter.org](mailto:stefanie@velocitydancecenter.org) and [tonya@velocitydancecenter.org](mailto:tonya@velocitydancecenter.org).

If delivering a hard copy of your proposal, drop it off during VDC office hours or deliver it to the attention of:

Stefanie Karlin  
Velocity Dance Center  
1621 12<sup>th</sup> Avenue, Ste. 100  
Seattle, WA 98122

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal- the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate design and construction solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative solutions that engage the community and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/ Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a non-profit institution, VDC is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the lobby and other collateral as a VDC supporter.
- Depth and Breadth of Staff – The candidate has the appropriate staff or sub-contractors needed to complete the project in the proposed time frame.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

### **Format for Proposals:**

**Length and Font Size:** Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 10 pages.

**Cover Letter:** Signed by the person or persons authorized to sign on behalf of the proposal (1 page max).

**Proposal:** Discuss your proposed solution, including the features, benefits, and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted (3-6 pages).

**Qualifications:** Provide the information requested (1 page).

**Budget and Fees:** List budgets as requested above. Identify staff you anticipate working on the project.