



HOSHAL ADVERTISING, INC.  
6960 MADISON AVENUE WEST  
MINNEAPOLIS, MINNESOTA 55427  
(763) 541-1140, FAX (763) 541-0223

Item 5A.  
BCWMC 11-20-13

November 13, 2013

Ms. Laura Jester  
Administrator  
Bassett Creek Watershed Management Commission  
4700 West 77<sup>th</sup> Street  
Minneapolis, MN 55435-4803

Dear Ms. Jester:

On behalf of Hoshal Advertising, Inc., I am happy to provide for the Bassett Creek Watershed Management Commission a proposal for creative, administrative and project management services to create a printed Bassett Creek Watershed map.

Over the course of the past two months, it has been my pleasure to conduct two preliminary meetings with the Commission's Education and Outreach committee, who have been tasked with guiding this project over the coming months. At this time, I have received substantial direction that has lead me on a search for a production partner, where I was able to advance some preliminary cost estimates for this project.

Attached with my Hoshal Advertising proposal is an additional proposal from Hedberg Maps of Minneapolis to include project design and printing. Hedberg Maps is a long established custom map developer who I believe offers strong design and production skills that can deliver a map of exceptional production and character. Hedberg samples show a wide scope of execution and depth of knowledge. I think they're a partner that can deliver a new and exciting watershed map for the Commission—a communications piece that will take you well beyond simply finding a direction home.

The Bassett Creek watershed has a story to tell. And what I've already discovered, it's a fascinating one at that. A good map can help bring that story to life. I think Hedberg Maps is just the right fit for the Commission project.

Please review the two attached proposals and attached preliminary project calendar. It is difficult to arrive at a hard cost number at this time, so we are both offering a range of costs of services. Those numbers will become more clear if and when we reach the preliminary design stage.

Thank you for the opportunity to present these proposals for the Commission's consideration!

Sincerely,

Ted Hoshal  
HOSHAL ADVERTISING, INC.

Enclosures  
cc Ginny Black, Chairperson



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## **PROPOSAL FOR CREATIVE AND PROJECT MANAGEMENT SERVICES**

**Project:** Bassett Creek Watershed Map & Guide

**Working Title:** *Secrets of the Bassett Creek Watershed: From Discovery to Recovery*

A cooperative project of Hedberg Maps of Minneapolis  
and Hoshal Advertising of Golden Valley

**Estimated delivery date:** March 31, 2014

### **Hoshal Advertising Scope of Services**

#### **• Creative Direction**

Hoshal Advertising (“Hoshal”) shall provide preliminary creative and concept direction, copy and supporting research to Hedberg Maps based on guidance received from members of the Bassett Creek Watershed Management Commission Education Committee (by those members present) and shall not rely solely on a committee quorum to advance project related direction. Members of the Education Committee shall act as a project steering committee on behalf of the Commission in assisting the project to completion and may be assigned certain duties or tasks in support of completing the project. Hoshal Advertising may rely on consensus of the Education Committee for project direction. However, Hoshal Advertising shall not present preliminary designs, copy and other content to the greater Commission prior to final design approval unless otherwise requested.

#### **• Project Management**

Hoshal shall oversee general direction of the project. Hoshal shall provide periodic project updates to the Education Committee and Administrator. Hoshal shall act as liaison between Hedberg Maps and the Committee to as great an extent as possible while directing document changes and sourcing content.

#### **• Facilitation**

Hoshal Advertising shall facilitate up to six meetings of the Education Committee (project steering committee) necessary to advance the project according to the preliminary project schedule attached. This may include meetings to review the preliminary design work at no fewer than three stages along the design process. Hoshal shall supply meeting materials to include supporting documents, copy drafts, exercises, gantt charts, agendas and other such information necessary to advance project direction. Additional meetings will be billed at \$250 per meeting plus documented expenses.

- **Research**

Hoshal Advertising shall conduct a limited search of secondary research sourcing existing periodical digitized databases and library files to glean possible milestone events, place names, grand plans and other items of interest that have occurred in the watershed over time.

- **Compilation & Photo Sourcing**

Hoshal Advertising shall create, with the assistance of the Education Committee members, a project file workbook of proposed copy, art and photographic content for Hedberg Maps that will be used in arriving at a preliminary concept and final design. Hoshal will work with an independent photographer to review photos and make appropriate selections.

**Anticipated Range of Costs: \$2,800 to \$4,200**

**Other Associated Terms and Conditions**

- **Extent of Project**

This proposal is for the production and delivery of a full color printed map, of which a final design, print size, fold, paper type and quantity are subject to final selection. The project does not include the adaptation and/or conversion to digital content. Those costs are subject to additional estimates and are not included as part of this project.

- **Photography and Other Licensed Imaging**

Where possible, Hoshal Advertising shall rely on free established local photographic content as available through independent, amateur, semi-professional and/or professional sources or as retained by the Commission and its member cities. All photographic images will be assigned credit adjacent to the image. The Commission may pay licensing fees for photography, artwork or other artistic content not to exceed \$1,500 in total. Such charges shall be billed to the Commission independently by the licensing party. Licensing charges exceeding this amount shall be granted only on written request and approval by the Commission or Administrator.

- **Cooperative Access**

Hoshal may freely contact the Commission administrator in request of supporting data, information, reports, research, archives, photography, artwork and other associated content as owned or retained by the Commission, its member cities or supporting contract service providers that may be considered useful or relevant to project production. The Administrator shall assist in gaining and securing Commission permission for any image, design or photograph as may be protected by copyright.

- **Approvals**

The Administrator or any other person so assigned will act as agent to the Commission for all project approvals. Approvals (initialed modifications, signed and dated) will be required for the preliminary design, subsequent design revisions, final proofs and press proofs. Final proof and press proofs may require short notice visits to Hedberg Maps or their print service provider.

- **Independent Contract**

The Commission shall contract independently with Hedberg Maps for the design and print production costs associated with this project under the terms and conditions set forth in the attached Hedberg Maps proposal, dated October 18, 2013. The Commission will direct in writing its intent by client signature and return to Hedberg Maps with additional copy to Hoshal Advertising.

- **Base Map Availability**

The Commission shall make freely available the existing electronic files in native application of its existing Bassett Creek watershed map as currently developed. Content features as expressed in selected layers will be transferred to Hedberg Maps and converted for use and modification in Adobe Illustrator. To facilitate the transfer, the Commission's consulting engineer and Hedberg Maps may do so directly upon furnished contacts.

- **Contract Termination**

The Commission shall contract with Hoshal Advertising and Hedberg Maps independently. Should either party or the Commission for any reason decide to terminate the project before completion, any and all documented time and expenses incurred to date of notice shall be made payable to both parties as disclosed here or under the separately disclosed terms of the individually accepted contracts or proposals. All requests to terminate any governing agreement or modify a portion thereof shall be in writing to all parties.

- **Electronic Proofs and Sourcing**

All preliminary working design proofs, copy concepts and supporting research shared with members of the Education Committee, Administrator, Hedberg Maps or other engaged party shall be made available in Adobe .pdf file format whenever possible. Photographs will be made available in .jpg file format.

- **Execution and Fulfillment**

Hoshal shall make all reasonable efforts to advance this project according to the preliminary schedule and budget. However, Hoshal reserves the right to shorten or extend or otherwise modify project completion intervals or the greater project term. It may do so without written notice due to unforeseen or unplanned delays in content availability, licensing, meeting availability or other means beyond its control.

**Payment**

50% of lowest estimate upon execution of this agreement. Balance due upon invoice presented after delivery of print materials.

With my signature, I accept this proposal on behalf of the Bassett Creek Watershed Management Commission, and direct that the project begin according to the scope of services, terms, conditions and estimated costs set forth herein.

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please sign and return a copy of this proposal to Hoshal Advertising, Inc., 6960 Madison Avenue West, Suite 2, Golden Valley, MN 55427-3627. Thank you!*

Client: Bassett Creek Watershed Management Commission  
Contact: Laura Jester  
4700 W 77th St  
Minneapolis, MN 55435-4803  
Phone: 952-270-1990  
Email:

Project: **Bassett Creek Watershed Map & Guide**

Content: Side 1: Bassett Creek Watershed Area Map. Base map includes watershed boundaries, city boundaries, and street network with arterial streets labeled. Interpretive data and images as supplied by Client.

Side 2: Educational data and images as supplied by Client. May include history, timeline, population growth, water quality and conservation information and helpful tips for citizens, area recreation and other points of interest.

Specs: Approximately 27" x 18" folding to 4" x 9", 2-sided, 4-color. The map will also be delivered as an electronic file for online display. Final size and fold TBD. FSC and 30% post-consumer waste paper with soy-based ink. Anticipated start date December 2013, with printed maps delivered in March 2014.

Design Cost: \$8,000 - 10,000 includes custom mapping with labeled points of interest as directed by Client, cover design (logo and text supplied by Client), overall publication layout, and two rounds of changes. Additional rounds of change and change in scope will be billed in addition

Print Cost*:	2,500 maps	5,000 maps	7,500 maps	10,000 maps	20,000 maps
	\$2,565	\$3,195	\$3,585	\$4,155	\$6,015

\*Print cost includes press and bindery checks. Freight and applicable taxes billed in addition. Prices are valid for 90 days

Terms:

1. Payment: 50% upon commencement and the balance upon approval of final proof.
2. Copyright: Hedberg Maps retains all ownership rights, including all copyrights, in the map images. Maps may not be duplicated without permission.
3. Indemnity: Client agrees to hold harmless Hedberg Maps, Inc., their officers and employees for any damages incurred as a result of reliance on the map.
4. Right of Publicity: Hedberg maps may post the map in the custom mapping section of its website and/or printed materials that promote Hedberg Maps' custom mapping services.
5. Termination Fee: If the project is cancelled after the proposal has been signed and prior to completion, all time and expenses incurred to date of termination shall be paid to Hedberg Maps, Inc. in full.

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please sign and return to Hedberg Maps via mail, email or fax (612-706-9704). Thank you.*

# Bassett Creek Watershed Map Project



	Task Name	Start Date	End Date	Duration	Predecessors	% Complete
1	<input type="checkbox"/> <b>Project Overview</b>	09/09/13	11/22/13	55		1%
2	Subcommittee—Overview Meeting 1	09/09/13	09/09/13	1		50%
3	Source Subcontractors	09/10/13	10/23/13	32		0%
4	Meeting with Hedberg Maps/Request Proposal	10/16/13	10/16/13	1		
5	Subcommittee—Overview Meeting 2	10/23/13	10/23/13	1		
6	Proposal to Commission	10/16/13	11/13/13	21		
7	Source Project (return signed documents to subcontractor)	11/22/13	11/22/13	1		
8	<input type="checkbox"/> <b>Research</b>	11/25/13	12/20/13	20		0%
9	Assign Project Team	11/25/13	11/25/13	1		50%
10	Identity/Artwork	11/25/13	12/20/13	20		
11	Photography	11/25/13	12/20/13	20		
12	Map Components	11/25/13	12/20/13	20		
13	Local Area History	11/25/13	12/20/13	20		
14	Watershed Points of Interest	11/25/13	12/20/13	20		
15	Commission Details	11/25/13	12/20/13	20		
16	<input type="checkbox"/> <b>Design</b>	12/20/13	02/07/14	36		
17	Compile items to Hedberg Maps (37 Signals/Base Camp)	12/20/13	01/06/14	12		
18	Production Design Meeting with Hedberg Maps (Committee Field Trip)	01/08/14	01/08/14	1		
19	Final Direction Document	01/08/14	01/10/14	3		
20	Design Production	01/10/14	02/07/14	21		
21	<input type="checkbox"/> <b>Preliminary Design Review (Change Round 1)</b>	02/07/14	02/28/14	16		
22	Receive Draft Version 1	02/07/14	02/07/14	1		
23	Compile Comments on Draft Version 1	02/07/14	02/14/14	6		
24	Direct Changes to Hedberg	02/17/14	02/18/14	2		
25	First Revision Production	02/18/14	02/28/14	9		
26	<input type="checkbox"/> <b>Secondary Design Review (Change Round 2)</b>	03/03/14	03/14/14	10		
27	Receive Draft Version 2	03/03/14	03/03/14	1		
28	Compile Comments on Draft Version 2	03/03/14	03/10/14	6		
29	Direct Final Changes to Hedberg	03/10/14	03/11/14	2		
30	Final Revision Production	03/11/14	03/14/14	4		
31	<input type="checkbox"/> <b>Pre-press Approval</b>	03/17/14	03/18/14	2		
32	Meet with Hedberg, sign off on proof	03/17/14	03/18/14	2		
33	<input type="checkbox"/> <b>Print Approval</b>	03/18/14	03/31/14	10		
34	Meet with Hedberg, press check approval	03/18/14	03/21/14	4		
35	Bindery and shipping	03/24/14	03/31/14	6		