

**CONTRACT FOR SERVICES  
CITY OF BISBEE**

**THIS CONTRACT** is made this 21<sup>st</sup> day of July, 2015, by and between the City of Bisbee (hereinafter "the City") and PB&J Design (hereinafter "the Contractor").

**WHEREAS** the City is in need of certain services, as more particularly specified in the Request for Proposal designated as **Tourism Website Redesign & Marketing Material Redesign** and is attached as Exhibit A; and

**WHEREAS** the Contractor has offered to perform the proposed work in accordance with the terms of this Contract;

**NOW, THEREFORE**, in consideration of the promises and covenants stated herein, **IT IS HEREBY AGREED THAT:**

1. The Contractor promises and agrees to perform the work and to provide the services as described in the "Response to the Request for Proposal" and the "Specifications, Scope of Work or Requirements," which is attached as Exhibit B. This work shall be provided in a good and competent manner, and to the satisfaction of the City, or its designees. This work shall also be performed in a manner that is consistent with the "Standard Terms and Conditions, City of Bisbee Contract," which are incorporated into this Contract by reference, and any special terms and conditions which may be attached to this Contract.

2. The Contractor further agrees to provide all of the services required by this Contract in a complete and acceptable form, as is customarily provided according to professional standards applicable to completion of this type of service work.

3. This Contract shall remain in effect for a period of **5 Months** from the date of approval, or for such period as may be otherwise specified in the Contract Documents. It may be renewed for an additional period upon the mutual agreement of the parties.

4. The City will compensate the Contractor for its performance, and the Contractor agrees to accept as complete payment for such full performance, a sum not to exceed **Fifteen Thousand Dollars (\$15,000.00)**. The City shall have the right to reject all or any work or work product submitted under this Agreement which does not meet the required specifications. In the event of any such rejection, the Contractor agrees to promptly remedy any and all deficiencies. No compensation shall be due for any rejected work until such deficiencies have been corrected, and corrected at the Contractor's sole cost.

5. Payment shall be made by the City to the Contractor on the basis of invoices detailing the work included within each billing period. The Contractor's billing period shall be on a monthly basis, or as otherwise specified in the Contract documents. The Contractor shall provide periodic reports and updates on the progress being made in connection with these payment requests, sufficient

for the City to determine that satisfactory progress is being made.

- Step 1. Research Phase- \$3,000
- Step 2. Define Phase- N/A
- Step 3. Design Phase- \$8,000
- Step 4. Development Phase- \$2,000
- Step 5. Delivery Phase- \$2,000

6. All notices, invoices and payment shall be made in writing and may be given by personal delivery or by mail. The names and addresses of the designated recipients for such notices, invoices and payments are as follows:

TO CONTRACTOR:

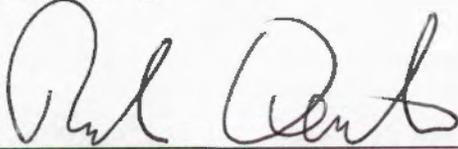
PB&J Design  
Attn: Pete Goldlust  
619 Briggs Avenue  
Bisbee, AZ 85603

TO CITY:

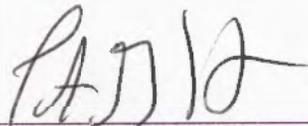
City of Bisbee  
Attn: Jestin Johnson  
118 Arizona St.  
Bisbee, AZ 85603

**IN WITNESS WHEREOF**, the duly authorized representatives of the parties have executed this Contractor as indicated below:

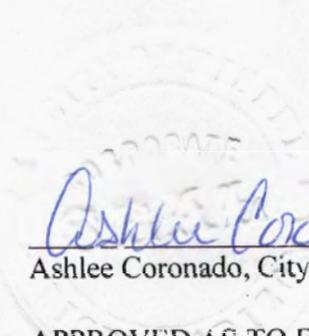
APPROVED:  
CITY OF BISBEE

By   
Ronald Oertle, Mayor

APPROVED:  
CONTRACTOR

  
Name: Peter Goldlust  
Title: Project Manager  
Address: 619 Briggs Ave.  
Bisbee AZ 85603

ATTEST:

  
Ashlee Coronado  
Ashlee Coronado, City Clerk

APPROVED AS TO FORM:

Britt Hanson  
Britt Hanson, City Attorney

EXHIBIT A  
to Document

**REQUEST FOR PROPOSAL**  
**CITY of BISBEE**  
**TOURISM WEB SITE REDESIGN**  
**&**  
**MARKETING MATERIAL**  
**REDESIGN**

Creation of A New Tourism Web Presence  
Based on Responsive Design  
For the City of BISBEE

Requested by:

BISBEE of Bisbee  
118 Arizona Street  
Bisbee, Arizona  
85603

Issued on:

5/7/2015

**TABLE OF CONTENTS**

**1.0 INTRODUCTION ..... 1**

**2.0 INSTRUCTIONS TO PROPONENTS ..... 2**

    2.1 *INVITATION* ..... 2

    2.2 *CHARGE FOR DOCUMENTS* ..... 2

    2.3 *COSTS INCURRED BY PROPONENTS*..... 2

    2.4 *ACCEPTANCE OF TERMS*..... 3

    2.5 *CLARIFICATION* ..... 3

    2.6 *TERMS OF PAYMENT* ..... 3

    2.7 *PROPOSAL VALIDITY*..... 3

    2.8 *FOLLOW-ON CONTRACTS*..... 3

**3.0 TERMS OF REFERENCE ..... 4**

    3.1 *BACKGROUND* ..... 4

    3.2 *GOALS* ..... 4

    3.3 *SCOPE OF PROJECT* ..... 4

    3.4 *CORE REQUIREMENTS* ..... 4

    3.5 *FEATURES REQUIRED*..... 5

    3.6 *SUMMARY OF KEY DATES FOR PROPOSAL*..... 5

**4.0 EVALUATION CRITERIA ..... 5**

    4.1 *BASIS OF SELECTION*..... 6

    4.2 *SELECTION CRITERIA* ..... 6

    4.3 *QUALIFICATIONS AND EXPERIENCE OF COMPANY* ..... 7

    4.4 *QUALIFICATIONS AND RECENT RELEVANT EXPERIENCE OF PROJECT TEAM* ..... 7

    4.5 *UNDERSTANDING OF OBJECTIVES*..... 7

    4.6 *QUALITY APPROACH AND METHODOLOGY*..... 7

    4.7 *PROPOSED WORK PLAN AND SCHEDULE* ..... 7

    4.8 *FEES*..... 8

    4.9 *BIDDER INTERVIEWS*..... 8

**5.0 SPECIAL TERMS AND CONDITIONS ..... 8**

## 1.0 INTRODUCTION

BISBEE is a vibrant rural City located adjacent to the SE border of the United States. As one of the more unique overnight destinations in Cochise County, BISBEE is committed to providing a broad range of amenities and services to its residents and visitors alike.

The City recognizes that tourism, overnight visitors, and day trip visitors represent an important economic generator for the community. The City currently has tourism information located on its tourism web site [www.discoverBisbee.com](http://www.discoverBisbee.com).

*The goal of this initiative is to promote Bisbee as an overnight destination.*

The City is seeking to enhance its current tourism page [www.discoverBisbee.com](http://www.discoverBisbee.com) to provide mobile capability (responsive web pages, as a first phase of a broader corporate website redevelopment). We are also looking at the potential of adding more technical features to the tourism site to include online experience-based products with potential to develop trip advisor type of interactive technology.

Another key aspect of the project is to develop a refreshed brand package for reproduction and use in various travel publications, visitor center rack cards, travel websites, and marketing packages.

## 2.1 INSTRUCTIONS TO PROPONENTS

### 2.2 Invitation

The City of Bisbee is seeking proposals from qualified individuals, teams, or firms to provide professional services to enhance its current tourism web site and overnight destination tourism marketing material. This new website will be mobile capability (responsive web pages). We are also looking at the potential of adding more technical features to the tourism site to include online experience-based products with potential to develop trip advisor type of interactive technology. The project will also include identifying regional tourism interests as a means of supporting a coordinated approach to tourism investment attraction product development (branding) within Bisbee and the region through regional partners such as Arizona Office of Tourism.

**The budget for this project will not exceed \$15,000.**

The Bidders are to provide eight (8) hard copies of their proposal and (3) digital copies in a sealed package, clearly identified as to the contents and addressed to:

The City of Bisbee  
Office of the City Clerk  
118 Arizona Street  
Bisbee, AZ 85603

#### **Attention: Website and Rebranding Initiative**

Proposals must be received at this location **NO LATER THAN** Friday, June 12, 2015 at 3:00 Arizona Time.

Proposals received after the above due date and time will not be considered and will be returned unopened to the Bidder. Fax or electronic submissions will **not** be accepted.

### 2.3 Charge for Documents

All documents, including background information, will be provided at no cost.

### 2.4 Costs Incurred by Proponents

All expenses incurred in the preparation and submission of proposals shall be borne by the Bidder. No payment will be made for any proposals received, or for any other effort required of or made by the Bidder prior to the commencement of work defined by the proposal approved by the City.

## **2.5 Acceptance of Terms**

All those who submit a proposal represent that they have read, completely understand, and accept the terms and conditions of this Request for Proposal (RFP) in full.

## **2.6 Clarification**

All inquiries regarding this RFP are to be directed to the individual identified below. Inquiries must be received in writing via email no later than May 29, 2015. All inquiries received and the responses provided will be sent by the City by way of written addendum(s) on the City of Bisbee's website, no later than Wednesday, June 3, 2015, without naming the source of the inquiry.

Ilonda Smerekanich  
Visitor Center Manager  
Email: [ilona@discoverbisbee.com](mailto:ilona@discoverbisbee.com)

## **2.7 Terms of Payment**

The successful Bidder shall be reimbursed for actual work completed and time spent on the project. Invoices are to include supporting documentation for all disbursements. Disbursements will be paid at cost.

Invoices submitted by the Bidder shall include the project title, a description of the work completed and a billing summary. This summary shall include the tasks set forth in the financial submission and shall indicate the budgeted cost, percentage invoiced to date and a total of these amounts for each task.

## **2.8 Proposal Validity**

Proposals shall remain valid and open for acceptance by the City for a period of at least sixty days (60) calendar days following the deadline for receipt of proposals.

## **2.9 Follow-On Contracts**

The City reserves the right to award subsequent phases of the project to the successful proponent, and fees for any follow-on contracts shall be based on the same unit or per diem rates proposed under this RFP, unless negotiated and approved otherwise.

The City also reserves the right to request competitive proposals for subsequent phases of the project if deemed to be in the best interests of the City of BISBEE.

### 3.1 TERMS OF REFERENCE

#### 3.2 Background

BISBEE is seeking to enhance its current tourism page [www.discoverbisbee](http://www.discoverbisbee.com) and its economic development tourism marketing material. The website will provide mobile capability (responsive web pages, as a first phase of a broader corporate website redevelopment). We are also looking at the potential of adding more technical features to the tourism site to include online experience-based products with potential to develop trip advisor type of interactive technology.

#### 3.3 Goals

- Develop and launch two (1) new sites by November 2015 (accommodate tourism season)
- Develop new branding material used by the Manager of Bisbee's Tourism Office. The branding material will be used in Visitor Center card racks, travel journals, tourism websites, Arizona Office of Tourism distribution channels, etc.
- Improve and enhance the user experience (content & functionality)
- Build on the growing brand awareness of the City of Bisbee's tourism and **promotion of Bisbee as an overnight destination.**
- Identify and build on potential tourism partners (local and regional), product, branding and networks

#### 3.4 Scope of Project

The City requires two (1) new websites to replace the existing site and page. The new websites should take full advantage of current technologies, while remaining affordable and easy to use. It is desired that one firm or team, be selected to work with the City to handle the design and development of the site and development of the rebranding/marketing material for several reasons:

- Same technology to be deployed on the website
- Content of one site may integrate with other sites, if applicable
- Efficiency of design and development approvals (less staff time)
- Single training session to train for updating both sites (less staff time)
- Economy of scale allows for 'bundled' pricing (reduced costs)

#### 3.5 Core Requirements

- Responsive Web Design, to adapt to various device sizes (mobile/tablet/laptop/desktop)
- Visually pleasing, reflecting the NG brands
- Easy to use/easy to navigate

- 
- Open Sourced, widely-supported Content Managed System (non-proprietary)
  - Search Engine Optimized
  - Easily updated and expanded

- Social network linkages
- Availability to train admin staff (one time, both sites)
- Hosting for both sites
- Maintenance/support (annual) for both sites

### 3.6 Website Features Required

- Things to see and do
- News Section
- Integrated Google mapping (showing points of interest/properties)
- Photo & Video Galleries
- Electronic Newsletter
- Event Calendar (tie in with existing or stand-alone to be determined)
- New content creation & development (map info, text writing & editing, photo research & selection)

### 3.7 Summary of Key Dates for Proposal

Distribution of RFP	May 7, 2015
Submission of proposal	June 10, 2015
Notification to attend consultant interview (if necessary)	June 19, 2015
Consultant interview (if necessary)	June 26, 2015
Anticipated award of assignment (at the latest)	July 1, 2016

## 4.1 EVALUATION CRITERIA

The successful Bidder will possess the requisite technical skills to deal with the complex matters to be addressed in the scope of work and will be required to work directly with City staff, the public, agencies and stakeholders in a professional manner.

To achieve this, the City is interested in a firm, which in addition to sound technical qualifications, exhibits such skills as timeliness, diplomacy, tact, strong communication ability (both written and verbal) **and an intimate understanding of the City of Bisbee's culture, history, and overall unique qualities.**

The successful Bidder must demonstrate:

- Ability to meet all RFP requirements
- Background of firm (experience in tourism and economic development, reliability, responsiveness, availability, quality assurance, training, etc.)
- Previous and related experience, including portfolio of similar projects, with references

- Preference given to firms with a Registered Graphic Designer (RGD) on the team. This is not a requirement for submittal.
- Financial proposal, with detailed cost breakdown for services provided
- Hosting solution quoted separately

#### 4.2 Basis of Selection

The City intends to recommend the appointment of the Bidder on the basis of best overall value, and not necessarily the lowest bidder, based upon a review of the technical and fee proposal, and may request a telephonic consultant interview (if necessary). The Bidder appointment is subject to approval by the City Council.

#### 4.3 Selection Criteria

A total of 100 points will be allocated to each proposal, as follows:

Category	Available Points
<i>Technical:</i>	
Qualifications and Experience of Company	10
Qualifications and Relevant Experience of Project Team	20
Understanding of Bisbee Culture	10
Quality of Approach and Methodology	20
Proposed Work Plan and Schedule	20
<b>Sub-total</b>	<b>80</b>
<i>Financial:</i>	
Fees and disbursements (including sub-consultants)	20
<b>Total</b>	<b>100</b>

Financial points will only be awarded to submissions that have achieved a minimum score of 60 out of 80 points on the technical evaluation criteria. Proposals that do not meet this minimum score will be deemed non-compliant and will be given no further consideration.

Technical proposals scoring 60 points or higher will be evaluated financially, on the following basis:

The lowest cost submitted will be awarded 20 points, and the other cost proposals will be awarded points based upon the ratio of the cost submitted to the highest cost submitted, e.g.:

$$\text{Points} = 20 \times \left( 1 - \left[ \frac{\text{Proposal cost} - \text{Lowest}}{\text{Highest} - \text{Lowest}} \right] \right)$$

Up to three (3) of the highest rated proposals may be invited by the City to attend an interview to present and discuss their proposal if deemed necessary through the screening process. Interview details and evaluation criteria will be provided at the time of notification of request to attend an interview.

#### **4.4 Qualifications and Experience of Company**

Provide a brief company profile and recent relevant experience. Provide three (3) similar projects completed by your firm/team, including as a minimum, one (1) project completed in the last five (5) years. Provide client references for each project.

#### **4.5 Qualifications and Recent Relevant Experience of Project Team**

Provide the qualifications, recent relevant experience and responsibility of each member of the project team (Project Manager, key team members, sub-consultants and other staff), clearly stating the employment history of the Project Manager and key team members, years with current firm and work location. Resumes should be included in an appendix.

#### **4.6 Understanding of Objectives**

Describe your understanding of the assignment, including overall scope and objectives, noting any particular issues that may require specific attention.

#### **4.7 Quality Approach and Methodology**

Describe the approach and methodology to be followed in completing all aspects of the assignment in order to achieve the stated project objectives.

#### **4.8 Proposed Work Plan and Schedule**

Provide a work plan and schedule in the form of a Gantt chart to illustrate the breakdown of the major tasks and the level of effort of the individual team members in sufficient detail to allow a complete understanding as to how and by whom the work is to be carried out.

The Bidder shall outline the measures that it has in place to ensure the project delivery and cost control to meet the needs of the City.

#### **4.9 Fees**

The Bidder is to provide a total price breakdown, including all design fees, sub-consultants and disbursements to complete this assignment in accordance with the services detailed herein in the Bidder's proposal.

The breakdown of fees shall be presented in a table format identifying the level of effort that each team member has allocated to each of the tasks in the proposed work plan, as well as disbursements for each task, if applicable.

All reasonable and proper expenses incurred by the Consultant shall be reimbursed without any allowance thereon for overhead and/or profit. The following costs shall not be reimbursed:

- Communication expenses including facsimile, local phone and cellular charges;
- Standard PC or computer aided design and drafting equipment (excludes specialized equipment or software as identified in Consultant's proposal); and
- Travel and living expenses unless identified in the proposal or approved in advance.

The Bidder shall not be reimbursed for any additional public meetings, should they be required.

#### **4.10 Bidder Interviews**

Up to three (3) of the highest rated proposals **may** be invited to make a brief presentation (15 minutes) to the Evaluation Team on this project to discuss their methodology and approach to this assignment.

### **5.0 SPECIAL TERMS AND CONDITIONS**

Submission of a proposal constitutes acknowledgement the proponent has read and agrees to be bound by all the terms and conditions of the Request for Proposal.

The City will not make any payments for the preparation of the response to the Request for Proposal. All costs incurred by a proponent will be borne by the proponent.

This is not an offer. The City does not bind itself to accept the lowest price proposal or any proposal submitted.

The City has the right to cancel the Request for Proposal at any time and to reissue it for any reason whatsoever, without incurring any liability and no proponent will have any claim against the City as a result of the cancellation or re-issuing of the Request for Proposal.

---

If a contract is to be awarded as a result of the Request for Proposal, it will be awarded to the proponent whose proposal, in the City's opinion, provided the best potential value to the City and is capable in all respects to fully perform the contract requirements and the integrity to assure performance of the contract obligations based on the objective assessment outlined above.

If the City decides to award a contract based on a submission received in response to this Request for Proposal, the successful proponent will be notified of the intent to award in writing, and the subsequent execution of a written agreement shall constitute the making of a contract. Proponents will not acquire any legal or equitable rights or privileges whatsoever until the contract is signed by both parties.

In the event of any inconsistency between the RFP and the contract, the contract shall govern.

The City reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria. Unsuccessful proponents may be provided with a verbal debriefing on the evaluation of their submission after the selection process has been completed.

Proponents may not amend or withdraw their proposals after the closing date and time.

Proposals will be evaluated as soon as practicable after the closing time.

The proposals and accompanying documentation submitted by the proponent are the property of the City and will not be returned.

Proponents are advised that all communications with the City related to this RFP during the bidding process must be directly and only with the individual nominated in section 2.5.

EXHIBIT 3  
to Document

# PB&J DESIGN

**a vibrant, fresh, and local proposal**

CITY OF BISBEE TOURISM WEB SITE REDESIGN & MARKETING MATERIAL REDESIGN

# PB&J

about us

## QUALIFICATIONS AND EXPERIENCE

Based in Bisbee, PB&J Design is a local team that offers a truly unique perspective on the project of re-visualizing our city's marketing and advertising. Collectively, our three team members have lived as residents of Bisbee for over 20 years. We are three people that are capable of responding to this RFP on our own, but we decided it would be best for our community to come together and work as a team. We are deeply invested in our community. We know the local professional and creative landscape. We love Bisbee's charms, and we're aware of its challenges.

Together, we are able to draw upon our collective and individual histories, having worked with the entire community. We arrive at this project having already established close professional relationships in virtually all relevant corners of civic life in Bisbee: business, government, non-profit, culture, hospitality, and tourism. Understanding the unique local character of our town will be critical to the success of Bisbee's upcoming marketing and advertising efforts.

### What sets PB&J Design apart?

Like other full service design firms, PB&J's projects include numerous identity campaigns. We are a full-service agency, providing online and print marketing. Our campaigns include websites, social media, corporate ID, print ads, stationery, brochures, rack cards, postcards, invitations, signage, forms, labels, hang tags, t-shirt designs, flyers, posters, and more.

However, unlike any other potential candidates, PB&J is fully empowered to integrate iBisbee's initial design concepts, which were done by our team member Pete Goldlust, into the final campaign as needed. We have already been deeply involved in the preceding stages of the marketing re-conception process that began with the city's economic development committee in 2014.

And perhaps most importantly... On a practical level, we're easy to work with. By selecting an experienced, in-town design team like PB&J, the City will see benefits that an out-of-town firm simply cannot provide. We offer a hands-on approach. Face-to-face meetings can happen on short notice- as often as necessary, throughout the design process and beyond. We're available for consultation on an ongoing basis, both during the design phase and afterwards, during concept implementation. This is especially critical, given the wide scope and compact timeline expected for the project.

IVY  
INC.

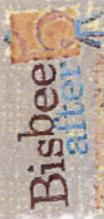
FINDERS  
KEEPERS  
COMMUNITY'S FAVORITE SHOP

PIVOT

CHASING  
LIGHT  
RECORDING STUDIO

Bisbee after

Direct of Bisbee - an early DETWALK  
OPEN LATE TIL 8PM





terTAKERS





PIT FIRE FESTIVAL

OCT. 9TH, 2014 5-9PM

CONALE COLLEGE

SAVE DATE

MENU



ARTS & CRAFTS

POUS TOWN



ARTS & CRAFTS

POUS TOWN

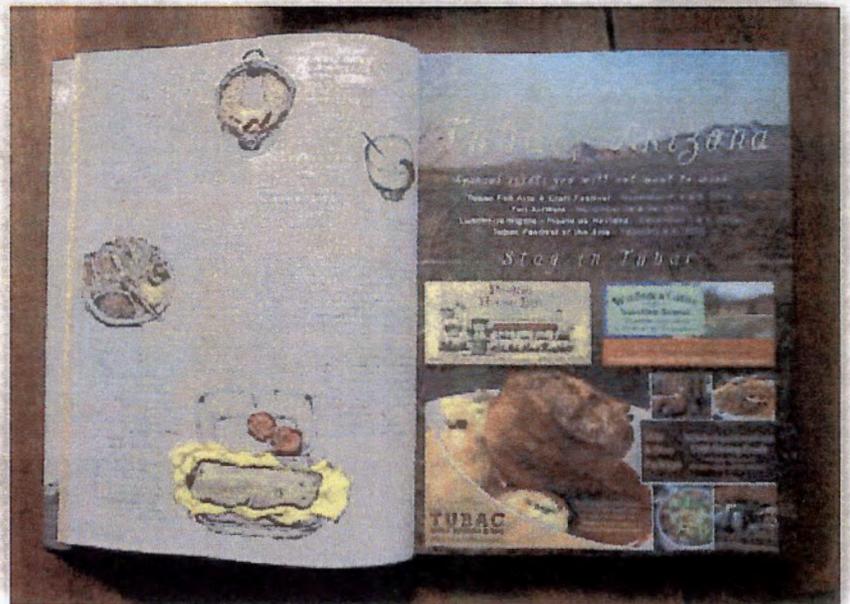


# PB&J the team

## Bridget Shanahan

Operating as Ivy Inc., Bridget provides web and print design and marketing services, campaign management, and promotional graphics for individuals, events, businesses. She has served local and international clients as a designer, illustrator and project manager since 2006. Local clients include: Bisbee International Film Festival, Bisbee Pride, Bisbee After 5, The Bisbee Foundation, Edible Baja Arizona Magazine - Ads & Illustrations, M. Greene Planning and Resource Development, Paint Your Town!, Cochise College Pit Fire Festival, Finders Keepers, SEAGO Regional Mobility, Copper Queen Community Hospital, Zoya Greene Photography, Vintage Bisbee Wine Tasting, Canyon Rose Suites, Bisbee Mining & Historical Museum, Alamos International Film Festival and Bisbee Animal Shelter.

Team roles: Website design and development; branding/print design





# PB&J

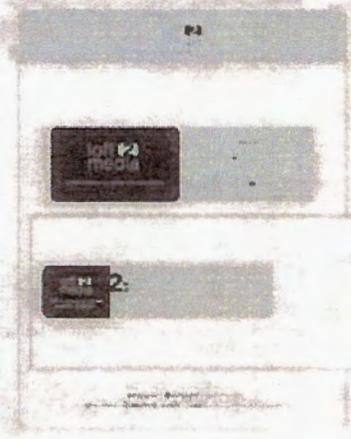
the team

## Jennifer Luria

Since 2001, Jen has owned and operated Maude Viola Design, a full service graphic studio specializing in print design and online marketing. Local clients include: The City of Bisbee, SamPoe Gallery, Bisbee Chamber of Commerce, Bisbee Royale, Cafe Roka, Black Sheep Imports, Justice Financial Advising, Judy Perry, Community Montessori School of Bisbee, The Shady Dell, Mule Mountain Relay for Life, and Babycakes Cupcake Shoppe.

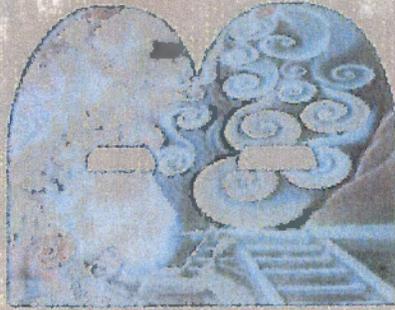
As the former owner/operator of The Shady Dell Vintage Trailer Court, and a currently active member of the Bisbee Chamber of Commerce, Jen brings a unique, insider's perspective to the job of defining and representing Bisbee for the tourist market.

Team roles: Branding/print design; website content management; social media outreach; and email marketing.



entertained <sup>g</sup> free <sup>unique</sup> <sup>wined</sup> <sup>creative</sup> <sup>relaxed</sup> **BISBEE** <sup>curious</sup> <sup>refreshed</sup>

inspired <sup>dined</sup> <sup>active</sup>



**BISBEE**

*Be inspired.*

It's cooler in Bisbee. Thirty degrees cooler than Phoenix, in fact. And just 3.5 hours' drive away. Come enjoy a well-earned respite here with a relaxing afternoon drive and a creative visit... a mile above the desert where a person can enjoy the freedom to just be.

The newest name on a Bisbee.

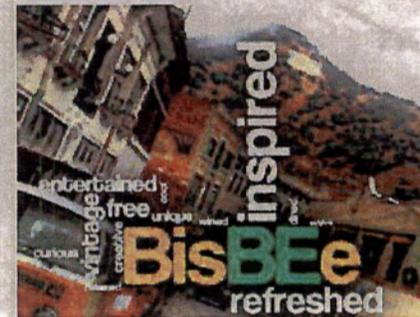
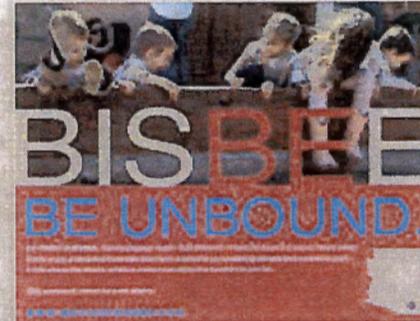
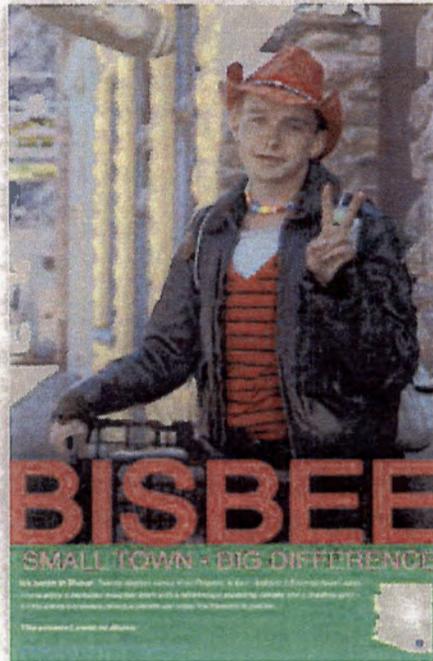
[www.discoverbisbee.com](http://www.discoverbisbee.com)

# PB&J the team

## Pete Goldlust

As a member of the City's iBisbee (economic development) committee, Pete is principally responsible for creating the initial sample design concepts that have been circulated throughout Bisbee over the past several months. Pete currently serves as Executive Director of Central School Project center for the arts. He has served clients as a freelance graphic designer and illustrator since 1991. As a local artist, designer, non-profit administrator, and parent, Pete is well-positioned to draw on a variety of Bisbee experiences.

Team roles: Project management; branding/print design; content development/copy writing/editing.



**BISBEE**  
*Be vintage.*



# PB&J

understanding of  
objectives

- We will make sure the information architecture is well organized and makes sense.
- We will integrate interactive "Trip Advisor" like technology that will allow us to gain valuable feedback.
- We will test what we have developed by gathering feedback and seeing what speaks best to our audience and where their comfort zones are.
- We will make sure that there is something for everyone on our site but that it won't be overloaded with too much information.

Build on the growing brand awareness of the City of Bisbee's tourism and promotion of Bisbee as an overnight destination.

- When defining Bisbee we will develop new content and messages that will educate, attract and raise awareness of what Bisbee has to offer.
- We will highlight Bisbee's many unique overnight accommodations.
- We will encourage visitors to see Bisbee as a central jumping-off point, from which to explore other areas of Cochise County- The Chiricahuas and Huachuca Mountains, the San Pedro Riparian area, Tombstone, etc.
- We will emphasize what Bisbee has to offer, not only Old Bisbee but our community as a whole including all the unique neighborhoods that make up the City of Bisbee.

Identify and build upon potential tourism partners (local and regional), product, branding and networks.

- We understand that the advertising of Bisbee will be key in communicating and educating our audience about what we have to offer.
- We will plan for the future by analyzing where the City has been advertising in the past.
- We will explore web-based advertising avenues including: social media, e-mail newsletters, search engine optimization, linking up with other sites, social news sites, pay-per-click advertising and blogging.
- We will identify unique networks and partnership opportunities in the Phoenix-Tucson corridor. We understand that both residents and visitors within this region represent our most concentrated potential for drawing overnight visitors to Bisbee.
- We will examine the use of branded products. This could include a visitor's guide and more.

# PB&J

understanding of  
objectives

## MARKETING AND ADVERTISING GOALS

Develop and launch a new site by November 2015 to accommodate tourism season.

- Our team is ready to jump into this project right away and follow a schedule that will include important steps that will ensure we will be launching the best possible website by November.
- We will include all the website features that the RFP outlines and requires including but not limited to: Things to see and do, News Section, Integrated Google mapping, Photo & Video Galleries, Electronic Newsletter, and Event Calendar. We will also develop and create new content.
- The site will be created using Wix, a non-proprietary, open-sourced, widely-supported Content Managed System. This system is very intuitive and will make it easy for staff to update and expand it.

Develop new branding material used by the Manager of Bisbee's Tourism Office.

- We will go through a process of research and discovery.
- We will narrow the focus on how we will present Bisbee. We will answer the following questions to help us define why people should come and stay the night here: What does Bisbee have that the people we are hoping to attract can't get or do closer to home? What makes Bisbee worth a special trip? What sets Bisbee apart from everyone else?
- We will survey key stakeholders, gather samples, and gain a deeper understanding so that we can better define Bisbee for the marketplace.
- We believe that the new material must appeal to a wide variety of demographics but be clear in it's message.
- Visually pleasing colors, logo, slogans and other design elements will be aligned to help connect the image of Bisbee to the interests of our target audience.

Improve and enhance the user experience (content & functionality)

- The website will be simplified and responsive to ensure ease of use across all platforms; including mobile, tablets and desktops. This will result in a website that is mobile-friendly which is now more important than ever.
- Content will be gathered, analyzed, expanded upon and rewritten to better speak to the end user.

# **PB&J** quality approach and methodology

## Introduction

As Bisbee residents, we offer the ability, the commitment, and the willingness to stay involved well beyond the designated time period of the project. Our proposal includes a one-year commitment to guiding the use of marketing materials as necessary. If awarded this commission we expect to remain involved over the longer-term.

**Our general methodology includes four distinct steps:**

1. *Research/Discover*
2. *Define*
3. *Design*
4. *Develop/Deliver*

These are described in the following section.

# PB&J

quality approach  
and methodology

## Step 1: Research/Discover

Listen. Observe. Create an open dialog between designers, client and other stakeholders. Keep a wide perspective, allowing for a broad range of ideas and influences. Gather sample materials (photos, videos, texts, related websites) to gain a sense of the scope of the project. Analyse the material. Develop empathy and understanding of the end-user's goals, behaviors and perspective. Gain insight into the position of end-users, particularly patterns of behaviors, with regard to the product, service or environment.

Generate initial ideas. Brainstorm. State the problem clearly and concisely. Choose a sample of the audience. Survey and/or collect statistical data. Generate visualizations/sketches of initial ideas. Conduct secondary research to learn about the market, customers, competitors and the underlying political, social and economic circumstances in which the final product will be utilized. Usage of and satisfaction with the currently existing model is measured for post-project comparison.

## Step 2: Define

Narrow down. Assess insights and establish the project's main challenges. Communicate with stakeholders and end-users to get a broad overview of reactions to ideas about the topic. Select the most promising ideas to develop. Sort and prioritize data collected. Identify and refine roles and determine where to concentrate resources for most effect. Conduct end-user journey mapping: Create a visual representation of a user's journey through a service, showing all the different interactions they have. Identify the key elements of service. Assess effectiveness and determine what parts might need improving. Identify problems in service and areas where new features can be added. Agree on assessment criteria.

# PB&J

quality approach  
and methodology

## Step 3: Develop

Create end-user character profiles. Identify the key characteristics: aspirations, behaviors, lifestyles and any challenging peculiarities. Create initial design concepts. Test what works and discard what doesn't.

Develop usage scenarios. Assess situations in which end-users will interact with the product, service or environment over a period of time. Gain an understanding of the context in which users may be interacting with the product, service or environment in order to refine it. Role-play to determine what happens when users interact with products, services or environments.

Create a service blueprint and models: Generate a detailed representation of the total service over time – map the user's journey, all the different touchpoints and channels, as well as the behind the scenes parts of the service that make it work. Develop the customer-oriented elements of a service ('front stage'). Identify and map touchpoints and processes that need to happen behind the scenes for the front stage part to work ('back stage'). Build an initial prototype to refine details of form and function.

## Step 4: Deliver

Finalize, produce and launch the project. Gather feedback about it. A beta test period is standard practice. Whenever feasible, a phased launch is ideal. This approach manages risk before launching on a large scale. Assessment and evaluation at this stage ensure success. During the extended post-launch service period, end-user satisfaction is evaluated, and final adjustments are implemented. Usage change is tracked. Feedback channels are established to guarantee continued communication between end-users and client. Continual improvements remain possible within the extended service period.

# PB&J

project delivery  
and cost control

## Assurance of project delivery and cost control

The greatest assurance a design firm can offer is an established record of dependability. PB&J offers this in spades. Local references are abundant and effusive in their belief in our quality of service.

Collectively and individually, we have worked with literally dozens of Bisbee organizations and individuals, providing highly regarded design services, at extremely reasonable rates, on time, and within budget. We invite the City to consult with virtually any of the entities listed in our respective Project Team profiles, to confirm our integrity and our service quality.

Our methodology and Gantt chart include highly defined roles, each of which have been established, honed, and tested on numerous other projects- locally and consistently, over a period of years.

**PB&J**  
GANTT CHART  
& fee table



# PB&J

total price  
breakdown

## Budget Notes

Based on our understanding of the needs of the city of Bisbee, certain additional services are implied, but not detailed in the RFP. Our budget proposal of \$15,000 will certainly not be the cheapest that the City receives, in terms of up-front dollar amount. However, we believe that our proposal includes tangible added value beyond that which is explicitly requested in the RFP.

Based on our understanding of these needs, we have taken the initiative to include a number of services which were not specifically requested or detailed in the RFP, but which we believe are critical to the successful marketing of the city. We have included these items at this time, in order to streamline the marketing process and ensure that all necessary related marketing elements are accounted for, up front.

We request that in ranking our fee breakdown, the review committee consider not only the total proposed cost, but the added services and value provided for in our proposal, beyond that which is explicitly requested.

# PB&J

total price  
breakdown

## These additional added-value items include:

- In-person meetings and consultations provided as needed, on an ongoing basis.
- Design and implementation of an integrated social media campaign consistent with the look and feel of the other marketing materials.
- Production of a set of complete, press-ready print ads, sized to the necessary specifications for required ad space in publications of the City's choice.
- Guidance in identifying additional or alternate advertising venues.
- Photography: Selection of local photographers to produce images for use in marketing materials; art direction and commission of 10 photographs for use in current and future marketing materials. Existing local relationships allow PB&J to effectively negotiate optimal terms for photograph usage.
- A one-year commitment to support the Visitor Center staff as necessary in using and modifying web and social media materials as needed.
- A one-year commitment to maintain and operate a social media campaign to augment the web and print marketing efforts.

**PB&J**

project  
examples

FORGET THE PAPER

# PB&J

Bridget has been managing Bisbee Pride's website and marketing material now for 3 years. Materials include: Website, logos, posters, ads, program and map, ticket, banners, and more.

# BISBEE PRIDE



**BISBEE PRIDE 2015**  
**ADMIT ONE**  
 TO ALL BISBEE PRIDE 2015  
**FEATURE EVENTS \$50**  
 AN EVENING WITH MINK STOLE!  
 FRIDAY, JUNE 19TH 8PM AT COTY PARK  
 MINKS & MADAMES STREET DANCE  
 FRIDAY, JUNE 19TH 6PM  
 AT THE COTY PARK HOTEL  
 PRIDE IS DIVINE WITH SHERRY VINE  
 SATURDAY, JUNE 20TH 8PM AT COTY PARK

10TH ANNUAL PRIDE IS DIVINE

# BISBEE PRIDE

JUNE 19<sup>TH</sup> THRU 21<sup>ST</sup> 2015

PERFORMANCES BY

**MINK STOLE!**  
 HOSTED BY OLIVIA GARDNER  
**VENUS DE MARS**  
**PANDORA DE STRANGE**  
 AND THE GENDER OUTLAWS

**SHERRY VINE**  
**FLAMING QUEENS**  
 DJ MICHAEL LOPEZ  
 DJ CUE AND MUCH MORE!

LGBT & ALLIED COMMUNITIES WELCOME!

**PARADE/STREET FAIR/DANCING/FUN**

SCAM ME

FOR INFORMATION VISIT [BISBEEPRIDE.COM](http://BISBEEPRIDE.COM)

# WELCOME TO BISBEE PRIDE

**RESTAURANT MOORS**

**SECOND ANNUAL B.C. BASKET RAFFLE**  
 Saturday June 20th at 4:00 at The Grassy Park Our Stage

**BISBEE PRIDE 2015**  
**MINK STOLE!**  
**SHERRY VINE**  
**FLAMING QUEENS**

**BISBEE**

FOR MORE DETAILS

**EVENT SCHEDULE**

**BISBEE PRIDE 2015**

**EVENT & SUPPORTER MAP**

# BISBEE PRIDE

**ABOUT US:** Bisbee Pride was formed in 2005 when a small group began discussing how to bring people to town in the summer. What started as a small group of LGBT people has grown into a Pride Festival that draws hundreds of people from around the Country. Bisbee is the first town in Arizona to pass Civil Union ordinance.

**MISSION STATEMENT:** Bisbee Pride, Inc. is a non-profit organization that produces and promotes educational, cultural, and recreational events for the lesbian, gay, bisexual, transgender, and extended Bisbee community. Bisbee Pride supports other non-profits in the local community.

**COMMUNITY SUPPORT:** Over the past 10 years Bisbee Pride has provided support to the community in various ways. **FOR EXAMPLE:**

- Ongoing financial support to the Ryan White Program, a federally funded program providing services to people with HIV/AIDS.
- Financial support to local food banks and homeless shelters including the Bisbee Coalition for the Homeless and St John Episcopal Church lunch program.
- Financial support to Chicanos Community Health Center's Domestic Violence Program.
- Financial support to Bisbee Mining and Historical Society for the Greasy Park Renovation in 2014.

## LOCAL EVENTS

- Annual Bisbee Pride 3 day Festival held folksy day weekend each year.
- 2004 Bisbee Pride brought the AIDS Memorial Quilt - The NAMES Project Foundation - to Old Bisbee bringing AIDS awareness and education to Cochise County. This was the first time that the quilt was shown in Southern Arizona.
- 2013 Bisbee Pride hosted "An Evening with Stuart Milk" providing our community with an opportunity to hear about the fight for Equality throughout the world.

**BISBEE PRIDE, INC**  
PO Box 461 Bisbee, AZ 85603  
www.BisbeePride.com | 520-462-2800

**BISBEE PRIDE**  
www.bisbeepride.com

**BISBEE PRIDE 2015**

HOME EVENTS PERFORMERS BE A SUPPORTER BE A VENDOR VOLUNT

**JUNE 19-21, 2015**  
**CHECK OUT THE LODGING DEALS!**  
**COME HAVE FUN IN MILE HIGH BISBEE, AZ**  
**JOIN THE BISBEE PRIDE MAILING LIST!**

**Who's coming in 2015?**

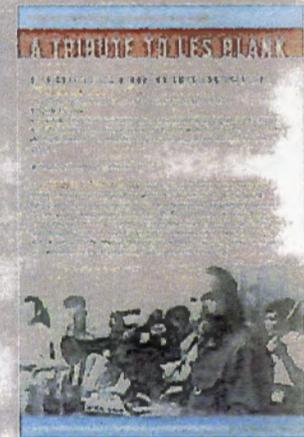
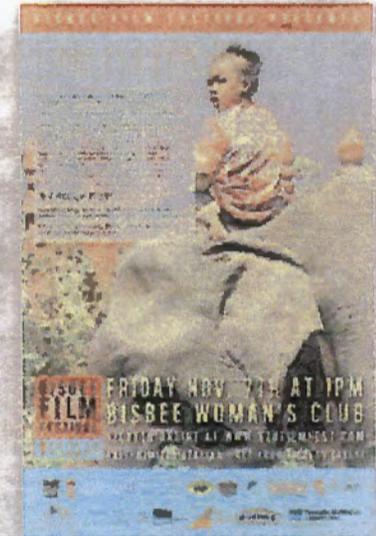
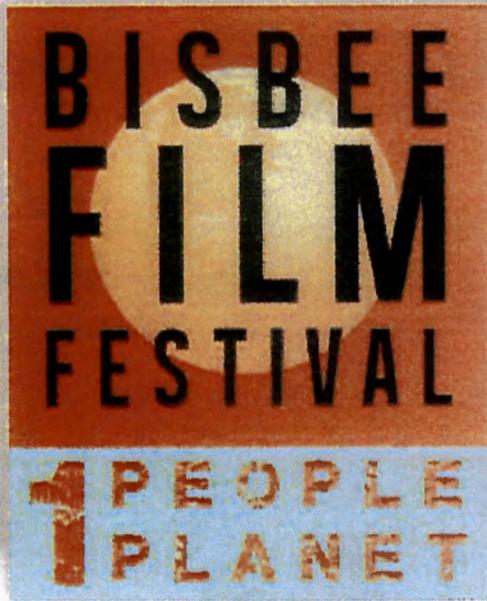
**BISBEE PRIDE PARADE REGISTRATION**

**TERMS AND CONDITIONS**

2015 Bisbee Pride Parade Application

# PB&J

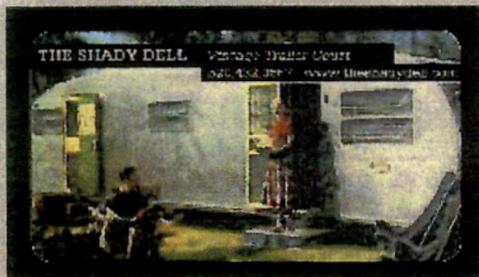
Bridget was chosen by the city of Bisbee to be the designer for the Bisbee Film Festival. The package included: logo, website, posters, ads, banners and a festival guide.

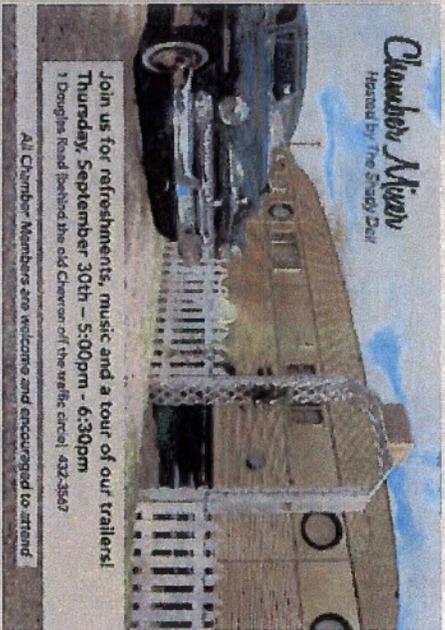




# PB&J

Jennifer has managed and shaped the Shady Dell's brand by designing brochures, business cards, event flyers, merchandise, advertising, social media and website content.





*Chamber Mizzin*  
Hosted by The Shady Dell

Join us for refreshments, music and a tour of our trailers!  
Thursday, September 30th - 5:00pm - 6:30pm  
1 Douglas Road (behind the old Chevron off the white circle) 432-3567

All Chamber Members are welcome and encouraged to attend!

Not an antique? It's a classic! Join us for a  
**Friday Night Cruise-In**  
hosted by  
**THE SHADY DELL & DOT'S DINER**  
LIVE Rockabilly music by  
**VOODOO SWING**  
520-432-3567

Classic Cars  
Music  
Raffles  
Food  
Drinks

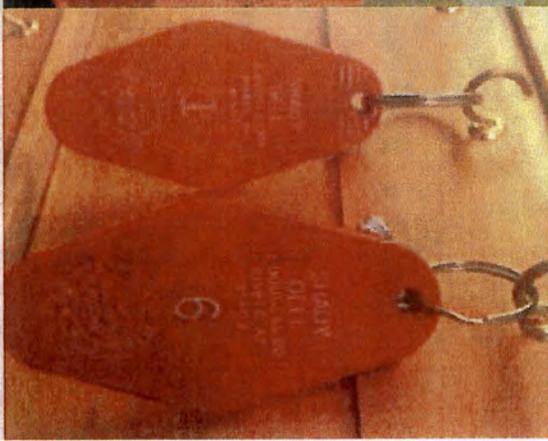
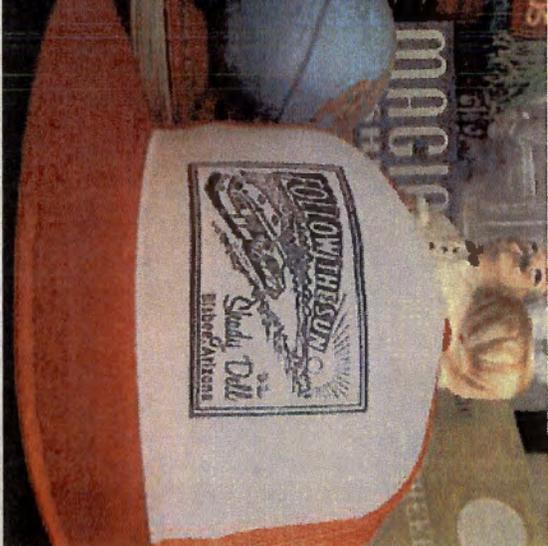
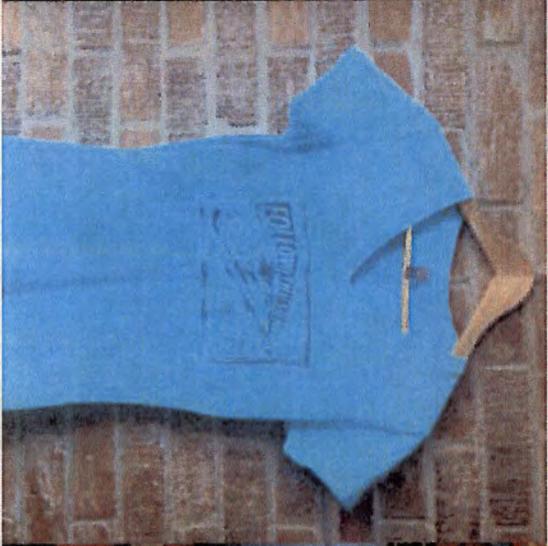
APRIL 9TH 5PM TO 8PM

**Dot's**  
Diner

DELICIOUS food  
GREAT service and  
GREAT prices!

**FOR ALL YOU MEAT HEADS  
COME AND TASTE OUR  
THICK CUT  
PEPPERED  
AND MAPLE  
BACON  
SAUSAGE LINKS!!!!**

BREAKFAST & LUNCH  
serving all day!!  
FRIDAY - TUESDAY  
7:30AM - 2:30PM  
1 DOUGLAS ROAD  
520-432-1112



**PB&J**  
appendix

# PB&J

Bridget Shanahan

133 black knob view bisbee az 85603 +  
tel. 305 731 3273 + srbridget@gmail.com

## EDUCATION

The Art Institute of Pittsburgh (2003 to 2005) Associates of  
Science in Graphic Design

## TECHNICAL SKILLS

Wix, Adobe Creative Suite: Photoshop, Illustrator, InDesign,  
Dreamweaver, ImageReady, AfterEffects, Premiere Pro,  
Microsoft Office, Powerpoint, Adobe Acrobat, iMovie

## DESIGN SKILLS

Website Design, Layout Design, Typography, Logo Design,  
Package Design, Corporate Identity, Digital Design, Traditional  
Illustration, Digital Illustration, Advertising Design, Color Theory,  
Concept Development, Video Editing & Production, PC & Mac  
Proficient

## PROFESSIONAL EXPERIENCE

### IVY INC.

Freelance Graphic and Web Design  
April 2003 to present

Web and print design for smaller scale projects including  
marketing campaigns, websites, and promotional graphics  
for a wide range of entities.

### Electrical Distributing Inc.

Creative Services Manager  
October 2012 to April 2013  
Creative direction for a wholesale consumer electronics  
good company and a high end appliance store. Tasks  
included website management, email marketing, catalog  
layout, and print advertising.

### The Key West Citizen

Designer/Paginator for Editorial Department  
March 2012 to October 2012  
Design/layout for a daily newspaper.

### The Friendship Group

Freelance Graphic and Web Design  
March 2010 to March 2012  
Design/layout for a wide variety of clients. Cultivated  
client relationships. Applied design skills to print, web,  
and environmental graphic projects.

### Burt, Hill Architectural Firm

Project Manager - Graphic Designer  
March 2006 to April 2009  
Worked with international multidisciplinary project teams,  
applying print, environmental, web, and video to a wide  
range of projects, and environments.

## References

Melanie Greene  
M. Greene Planning & Resource Development  
420.255.3274

John Sheedy  
Alamos International Film Festival  
505.429.6425

Kathy Sowden  
Bisbee Pride, Bisbee After 5, Finders Keepers  
520.227.9657

# PB&J

## Jennifer Luria

po box 1148 bisbee az 85603 + tel.  
520 732 9359 + jen@maudeviola.com +  
maudeviola.com

### EDUCATION

The Art Institute of Phoenix (2002 to 2003)  
BA, emphasis in Graphic Design

The Art Institute of Seattle (1999 to 2001)  
AAA, emphasis in Graphic Design

Spokane Falls Community College (1996 to 1998)  
AA, emphasis in General Studies

### TECHNICAL SKILLS

Adobe Creative Cloud, Illustrator CS6, Photoshop CS6,  
InDesign CS6, Acrobat CS6, Microsoft Office, Social Media  
Platforms, Constant Contact, Mail Chimp, Squarespace

### YOU MIGHT NOT KNOW

I . . . play well with others, smile a lot, keep a mean color  
coded detailed calendar, am a design nerd, don't mind  
taking direction, enjoy learning new things, wanted to be  
a zoologist, look a challenge in the eye, create full steam  
ahead, belly dance, craft and bowl.

### PROFESSIONAL EXPERIENCE

Maude Viola (freelance graphic design)

Owner / Operator (2001 to present)

Currently running a full service graphic design studio  
specializing in print design, website content management,  
social media management as well as email marketing.

Print design includes identity, business cards, stationary,  
brochures, rack cards, postcards, invitations, signage, forms,  
labels, hang tags, tshirt design, flyers and posters.

Recent client list includes: City of Bisbee, SamPoe  
Gallery, Bisbee Chamber of Commerce, Bisbee Royale,  
Cafe Roka, Black Sheep Imports, Justice Financial  
Advising, Culture Pirate, Judy Perry, Community  
Montessori School of Bisbee, The Shady Dell, Mule  
Mountain Relay for Life, Hale's Marine Service, and  
Babycakes Cupcake Shoppe.

### The Shady Dell Vintage Traller Court

Owner / Operator (2.2008 to 5.2014)

Responsible for running all daily operations for a 10 room  
motel. Duties include managing office administration, guest  
services, housekeeping, advertising + marketing, inhouse  
design and all social media management.

### American Art Collector + Western Art Collector

Senior Graphic Designer (6.2005 to 2.2008)

Responsible for the layout and design of 3 separate 175+ page  
monthly magazines for both print and web on a design team of  
5 with tight deadlines.

### References

Adolfo Castillo  
Production Manager  
480.231.4890

Tanya Morrison  
Business Associate  
360.306.7089

Sloane Bouchever  
Client  
520.664.5970

# PB&J

## Pete Goldlust

619 briggs ave., bisbee, az 85603 + tel  
520 432 5932 + www.petegoldlust.com +  
goldlust@earthlink.net

### EDUCATION

2001 The School of the Art Institute of Chicago  
Master of Fine Arts • John Quincy Adams Fellowship recipient  
1991 Syracuse University College of Visual and Performing  
Arts • Bachelor of Fine Arts (Cum Laude) in Painting

### WORK EXPERIENCE

#### Central School Project

2008-present  
Executive Director (2014-present) / Assistant Director (2013-14)  
/ Board Member (2008-present)  
Responsibilities include grant-writing, facility management,  
oversight of all aspects of the governance, finance, historic  
preservation activities, and renewal of a nonprofit arts and service  
organization with a 20+ year history, dedicated to fostering the arts  
in an underserved border community. Initiated the CSP Visiting  
Artist Program, bringing nationally established artists to create  
and exhibit new work, and offer workshop opportunities to area  
children in the rural community of Bisbee, Arizona. Co-founded  
and assisted in the administration of the annual MAKE Youth Arts  
Festival and associated Youth Arts Programming.

#### LEAP Experiential Learning Programs

2012-present  
Advisory Board Member  
Serves in a consulting role, advising on issues including pro-  
grams, promotion and fundraising.

#### iBisbee (Economic Development) Committee / City of Bisbee (AZ)

2014-present  
Member - Currently working to produce recommendations on  
tourism, employment, and other economic development issues  
to present to the City.

#### Community Montessori School of Bisbee (CMS)

2010-2013  
President, Board of Directors  
Served a small nonprofit organization in opening the first  
licensed Montessori preschool in Cochise County, Arizona.  
Primary responsibilities included a leadership role in fundraising  
\$60,000+ to provide for needed building improvements.

#### Freelance graphic design and illustration

1991-present  
Various regional and national clients  
Advertising, promotions and packaging. Recent work  
has focused on promotional materials for individuals and  
organizations within the visual and performing arts. Clients  
include The Boston Camerata; Boston Secession; Blue Heron  
ensemble; The Chicago Classical Recording Foundation/Cedille  
Records; and The Roger Brown Study Collection of the School  
of the Art Institute of Chicago.

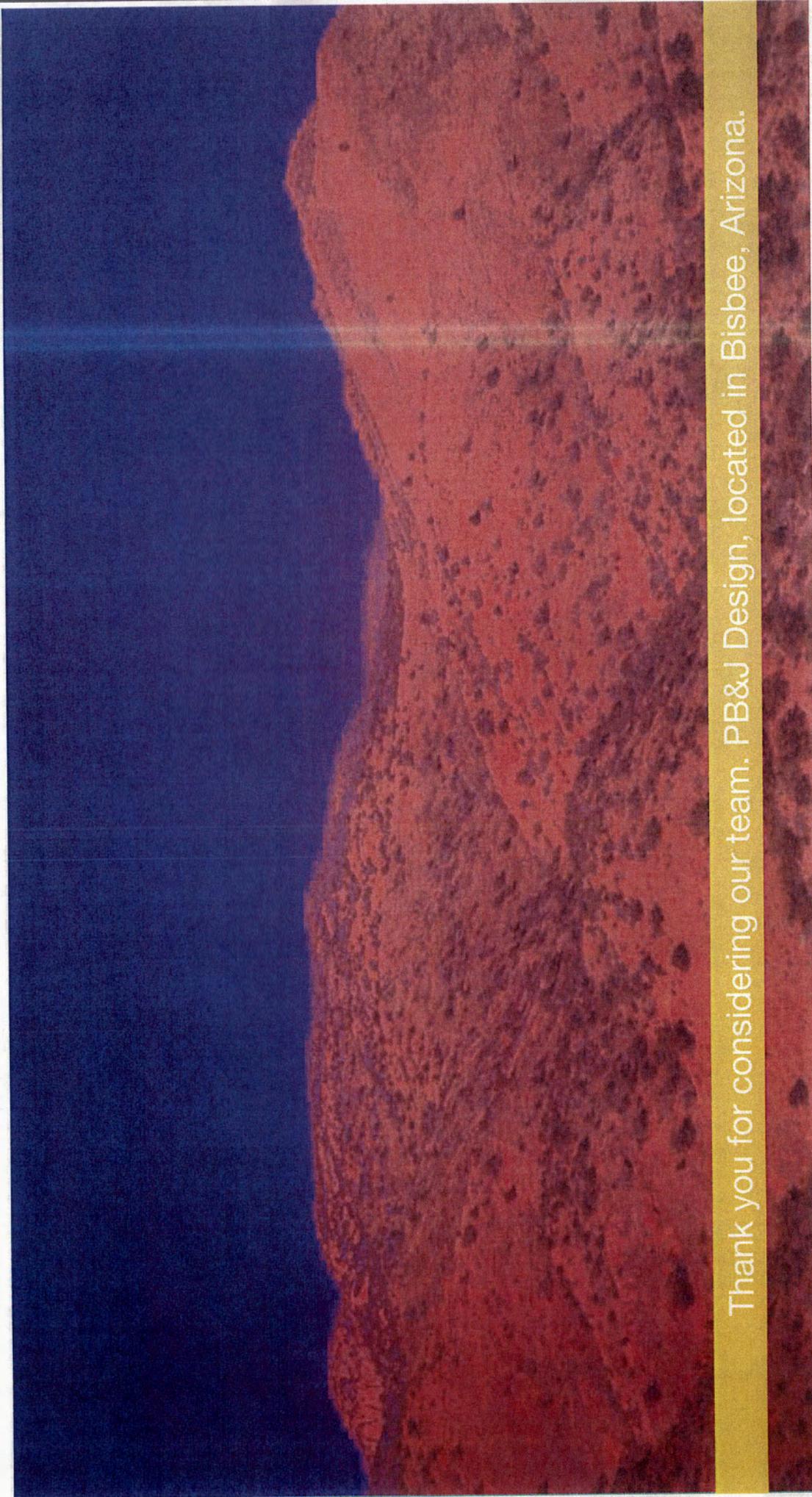
### SELECTED BIBLIOGRAPHY

American Craft (October 28, 2011) Article by Monica Moses,  
Pete Goldlust's Sculptural Crayons

Watch Me! News (Japan) (May 9, 2007) Web TV segment dir. by  
Takaharu Makiura, Carved Crayons by Pete Goldlust

Los Angeles Times (August 26, 2005) Reality Shakes Hands  
with Fiction, Article by David Page!

Art in America (April 2001) Art Fairs Hit New York, Article by  
David Ebony



Thank you for considering our team. PB&J Design, located in Bisbee, Arizona.