



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

Item 6Ai.  
BCWMC 12-19-13

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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December 19, 2013

## **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, Inc. ("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.

***Compensation***

Creative services and direction (concept and copywriting) will be charged at an estimated project cost of **\$2,000 to \$2,500**. Project management, facilitation, research, compilation and photo sourcing will be charged at an estimated project cost of **\$800 to \$1,700**. The anticipated range of total compensation under this agreement is from **\$2,800 to \$4,200** and will not exceed **\$4,200** without prior authorization of the Commission. All work, including any additional work authorized by the Commission that is beyond the scope of this agreement or for project work completed but otherwise terminated for convenience of the Commission will be compensated at the rates of: **\$110 per hour** for creative services and direction, and/or; **\$75 per hour** for all other services as outlined above, or; as otherwise noted herein.

***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 artwork or 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 understands that it may be necessary to pay licensing fees for photography, artwork, or other artistic content that is approved by the Commission. It is anticipated that the costs of such licensing fees will not exceed **\$1,500**. 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. 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. The Commission may terminate this agreement for cause or for convenience on 10 days' written notice. In the event the Commission terminates this agreement for convenience, any and all documented time and expenses incurred to date of notice shall be paid to Hoshal Advertising at the rate specified above under "Compensation".

- **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***

The sum ***One Thousand Five Hundred Dollars (\$1,500.00) down payment*** is payable upon execution of this agreement. The project balance will be payable within 15 days of receipt of final invoice either at time of signed final pre-press proof or upon itemized invoice for accrued work completed prior to termination.

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: \_\_\_\_\_

Hoshal Advertising, Inc. \_\_\_\_\_ 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. 763-541-1140 / 763-541-0223(f)  
Thank you!*